



December 22, 2015

# Master Sign Plan

## 15-099MSP – BSD Scioto River Neighborhood District

### Bridge Park B & C Blocks – Riverside Drive

This is a proposal for a Master Sign Plan for a new mixed-use development on the east side of Riverside Drive, approximately 430 feet north of the intersection with West Bridge Street. This is a request for review and approval for a Master Sign Plan under the provisions of Zoning Code Sections 153.065 and 153.066.

#### **Date of Application Acceptance**

Friday, October 16, 2015

#### **Date of ART Determination**

Tuesday, December 22, 2015

#### **Date of PZC Determination**

Thursday, January 7, 2015

#### **Case Manager**

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**PART I: APPLICATION OVERVIEW**

<i>Zoning District</i>	BSD Scioto River Neighborhood District
<i>Development Proposal</i>	Consistent sign plan for new mixed use development
<i>Property Address</i>	Riverside Drive
<i>Property Owner</i>	Crawford Hoying Development Partners
<i>Representative</i>	Matt Starr, Crawford Hoying
<i>Case Managers</i>	Claudia Husak, AICP, Senior Planner   chusak@dublin.oh.us Nichole Martin, Planning Assistant   nmartin@dublin.oh.us   (614) 410-4600

**Site Overview**

Planning and Zoning Commission approved Bridge Park Blocks B and C, a 9.21 acre redevelopment site, for eight mixed-use buildings and seven new public streets located on the east side of Riverside Drive north of the intersection with West Bridge Street. The site plan approvals included 441 dwelling units, and approximately 124,100 square feet of office space, 103,000 square feet of commercial space (retail, restaurant, personal services), and 1763 structured parking spaces.

**Application Review Procedure: Master Sign Plan**

The purpose of a Master Sign Plan (MSP) is to provide an opportunity for greater flexibility and creativity in sign design. The MSP provision of the BSD Code accounts for the unique nature of commercial developments and provides a comprehensive and flexible approach for review and approval of appropriate sign plans that may vary from the BSD Sign Code. Master Sign Plans are required for all designated shopping corridors within the Bridge Street District, which for this development includes Bridge Park Avenue and Riverside Drive. MSPs require final review and approval by Planning and Zoning Commission and once approved, the MSP is administered and enforced by City Staff. Staff has discussed a formal planning approval step as part of the sign permit process to ensure the provisions of the MSP are met.

**Application Summary**

This is a request for review and approval of a MSP that is consistent with the development’s style and scale, and appropriate given the site’s prominent location within the Bridge Street District. As part of their site plan approval, the applicant was required to designate a shopping corridor. The designated shopping corridor is along the east side of Riverside Drive continuing along the north side of Bridge Park Avenue. This application meets the applicant’s obligation to holistically plan signs for the shopping corridor, and also includes all signs that will be permitted in Block B and Block C. The proposed MSP outlines the requirements and examples for each sign type and the permitted locations. The MSP text generally follows the standards of the sign provisions within the Bridge Street District §153.165 and direction of the Bridge Street District

Sign Guidelines, which provide guidance on the need for creative, unique, edgy and context sensitive signs.

## **PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS**

### **Planning, Building Standards, Economic Development**

#### *§153.065(H)(e) – Master Sign Plan*

The proposal outlines the sign provisions for the individual tenants, and additional parking and building identification signs for the approved development. The MSP provides specific standards for each proposed sign type, along with supportive graphics, which include details regarding computation of sign types, prohibited sign types, and building elevations with proposed sign locations. The MSP allocates signs per tenant, however, some sign types appear not applicable to an individual tenant such as Address Numerals, Building Directory Sign and Parking Marquee Sign. A category for these specific signs should be created (i.e. Sign with Special Conditions) and the MSP updated to reflect the appropriate standards for these signs.

The MSP provides building elevations showing permitted sign locations and types. The plan divides the buildings into two “levels”, which do not coincide with stories or floors. Depending on the uses of the building floors, the proposed levels may cover two stories or the entire building. The MSP should be updated to clarify how the “levels” are intended to regulate sign placement.

#### *Permitted Permanent Sign Types*

The proposal outlines the provisions for tenants based on sign type including permanent building mounted signs, temporary signs, and streetscape elements.

Tenants are only permitted building mounted signs. The number of signs per tenant is based on the number of street frontages. Tenants with one street frontage are permitted two building mounted signs of different types. Tenants with two and three frontages are permitted up to three and four building mounted signs of at least two different types, respectively. The MSP allows for the possibility of an additional sign for anchor tenants however, no definition is provided for anchor tenants, which may result in up to five signs for such a tenant, if there is frontage along three streets. This provision should be eliminated. Sign locations are also regulated by the graphics in the plan showing buildings divided into levels. There are instances where signs are permitted on the second level for tenants occupying the ground level.

Building Directory Signs and Address Numerals are included in the permitted number of signs per tenant while window signs, umbrella signs and temporary signs are not included. Staff requests the applicant modify the MSP to include Window Signs in the overall permitted number but eliminate Address Numerals and Building Directory Signs from the count.

The MSP includes a zoning review timeline graphic, which will need to be revised to accurately reflect the review and permit process following the approval of the MSP.

In detail, the proposed sign types are as follows:

#### Wall Sign

Wall signs are defined as a storefront or business identification sign mounted parallel to the building. The MSP includes permitted materials (limited to wood and metal), and design standards which include layered construction and architectural and contextual integration. Staff is concerned that the permitted materials are very limited and may not allow enough flexibility for creative sign design.

#### Projecting Sign

These signs are described as suspended from, attached to or supported by the building located perpendicular to the building wall. They are intended to provide a more pedestrian scale and playful atmosphere. Support structures are required to be consistent with the esthetics of the storefront and located a minimum of 8 feet from grade and may not project more than 6 feet from the building.

#### Window Sign

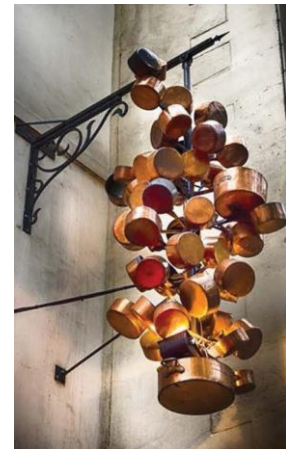
These are graphics attached or applied directly to interior surface of the window, including metal leaf, vinyl, painted, edged-cut, and sandblasted lettering. These also include Building Identification Signs per Code. The MSP does not require window signs to be counted as one of the permitted signs.

#### Awning Sign

Awning signs are limited to a solid color and must have a traditional straight-hood structure with no vertical overhang. Materials must be of a high quality, durable, and fade resistant material. The MSP should clarify the types of awning materials permitted.

#### Placemaking Art Sign

This is a new sign type introduced specifically for this development (as well as Bridge Park West) intended to contribute to the diverse visual culture in Bridge Park and is a larger projecting sign to allow tenants to identify a highly unique presence for their location in a way not yet present in the City. They may be different shapes, materials and allow for unique lighting and a sculptural character that will contribute to a vibrant urban environment. These signs are also permitted for the parking garage entrances. The MSP seems to suggest that these signs are permitted for tenants on the ground floor, but are only permitted to be located, appropriately, above the ground floor. This should be clarified in the plan.



#### Building Directory Sign

The MSP does not include a definition for this sign type. The Code defines it as an identifier for tenant spaces located above the ground floor.

#### Address Numerals

The MSP does not include a definition for this sign type. These signs are required by Code and the MSP shows two types of address numerals depending on whether they are for an entrance to a tenant space or to a building. The permitted size and location also depends on these

conditions. The MSP considers these signs as one of the permitted sign types and includes them in the overall permitted number of signs. The MSP should clarify permitting for this sign type and differentiate between tenant space and building address signs. A definition and examples of these signs should be included.

#### Canopy Edge Sign

These are signs permitted on the street-facing edge of a canopy and may be a tenant name, parking garage name or building address.



#### Parking Marquee Sign

The MSP does not include a definition for this sign type. However, the proposal states that these sign types are intended to indicate the entrance to public parking facilities. The MSP should include a definition and examples of these signs.

#### *Permitted Temporary Sign Types*

##### Sandwich Board Signs

These signs include a two-hinged construction, must be placed within six feet of the ground floor entrance, be taken in at night and must be professionally designed and constructed.

##### Streetscape Element

The MSP allows umbrellas used in outdoor areas to include printing of a brand if part of a corporate sign/ branding plan. These are limited to 20% of the surface area.

#### *Proposed Sign Details*

The MSP includes tables and graphics indicating the permitted sign sizes and locations for each sign type. It includes graphics for each building elevation indicating the permitted sign location by levels (not by building story). Not all sign types are permitted on all levels. Parking Marquee Signs and Placemaking Art Signs are not permitted on the ground level.

Temporary signs including sandwich board signs and window displays are permitted for ground story tenants only. Each ground story tenant is permitted one sandwich board sign up to three feet in height and six square feet per side. Window displays are permitted and subject to landlord approval.

Permanent Signs		
	BSD Requirement	Proposed Requirement
Number	2 building mounted signs of different types (plus 1 additional for tenant with access to public parking to the side or rear of the building) <b>*Note:</b> 1 ground sign is permitted per frontage up to 2, which the applicant is not permitting	<b>Tenants with 1 frontage:</b> 2 building mounted signs of two different types <b>Tenants with 2 frontages:</b> 3 building mounted signs of at least two different types <b>Tenants with 3 frontages:</b> 4 building mounted signs of at least two different types

Proposed Wall Signs		
	BSD Requirement	Proposed Requirement
Size	½ sq. ft./ lineal ft. of frontage; Max. 50 sq. ft.	<b>Level 1:</b> 1 sq. ft./ lineal ft. of frontage; Max. 80 sq. ft. <b>Level 2:</b> Max. 80 sq. ft.
Height	Within the first story	13 ft. 6 in. to bottom
Location	First story only	First and second story

Proposed Projecting Signs		
	BSD Requirements	Proposed Requirement
Size	16 sq. ft. max.	<b>Level 1:</b> 16 sq. ft. max. <b>Level 2:</b> Not Permitted
Location	Within first story	Near entrance
Height	8 ft. clear bottom, 15 ft. top	8 ft. clear bottom

Proposed Window Signs		
	BSD Requirements (included in permitted signs)	Proposed Requirement (in addition to permitted signs)
Size	Max. 20% of awning area, not to exceed 8 sq. ft.	<b>Level 1:</b> Max. 30% of awning area <b>Level 2:</b> Not Permitted
Location	Within first story	Applied to inside of Level 1 windows
Height	15 ft. top	Within Level 1 as shown in graphics

Proposed Awning Signs		
	BSD Requirement	Proposed Requirement
Size	Max. 20% of awning area, not to exceed 8 sq. ft.	<b>Level 1:</b> Max. 20% of awning area, not to exceed 8 sq. ft. <b>Level 2:</b> Not Permitted
Location	Within first story	Level 1
Height	8 ft. clear bottom, 15 ft. top	8 ft. bottom, 15 ft. top

Proposed Canopy Edge Signs		
	BSD Requirement	Proposed Requirement
Size	N/A	<b>Level 1:</b> Max. 50 sq. ft. <b>Level 2:</b> Not Permitted
Location	N/A	First story only
Design	N/A	Individual channel or pin-mounted letters
Proposed Placemaking Art Signs		
	BSD Requirements	Proposed Requirement
Size	N/A	<b>Level 1:</b> Not Permitted <b>Level 2:</b> 100 sq. ft. max.
Height	N/A	Min. 15 ft., as shown in graphics

Proposed Parking Marquee Signs		
	BSD Requirements	Proposed Requirement
Size	N/A	<b>Level 1:</b> Not Permitted <b>Level 2:</b> 150 sq. ft. max.
Intent	N/A	Indicate entrances to public garages
Proposed Building Directory Signs		
	BSD Requirements	Proposed Requirement
Size	N/A	6 sq. ft. max.
Location	N/A	Exterior wall-mounted next to entrances to public lobbies
Proposed Address Numerals Signs		
	BSD Requirements	Proposed Requirement
Size	N/A	2 sq. ft. max.
Location	N/A	Pin-mounted numerals over tenant entrances on primary frontage streets

Temporary Signs (in addition to permitted signs)		
Proposed Sandwich Board Signs		
	BSD Requirement	Proposed Requirement
Size	Not Permitted	<b>Level 1:</b> 6 sq. ft. max./ side <b>Level 2:</b> N/A
Height	Not Permitted	3 ft. max.
Location	Not Permitted	Within 6 ft. of entrance
Proposed Umbrella Sign		
	BSD Requirements	Proposed Requirement
Size	N/A	<b>Level 1:</b> 20% of surface area of umbrella max. <b>Level 2:</b> N/A
Location	N/A	5 ft. from curb maintaining 6 ft. clear space

## **Parks & Open Space, Fire, Engineering, Police**

No comments.

### **PART III: APPLICABLE REVIEW STANDARDS**

#### **Applicable Master Sign Plan Criteria**

The Code does not provide specific criteria for the approval of Master Sign Plans. The Administrative Review Team has reviewed this application based on the intent and purpose outlined in the Code for a Master Sign Plan, as follows:

- a) Allow a greater degree of flexibility and creativity in sign design and display.
- b) Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

### **PART IV: ADMINISTRATIVE REVIEW TEAM DETERMINATION**

Approval is recommended of the Master Sign Plan to permit for a consistent sign package of an appropriate design and scale of the Bridge Park development, and the approved shopping corridor along Bridge Park Avenue and Riverside Drive, with the following the conditions.

- 1) The general regulations matrix outlining the sign types and allowances should be updated to clarify the permitted building mounted sign types from other sign types; subject to approval by staff.
- 2) Graphics should be updated to clarify they are part of the MSP's regulatory framework; provide definitions for Level 1 and Level 2; and to denote where Level 2 signs are permitted for Level 1 tenants.
- 3) The MSP should be updated to:
  - a. Delete the provision for additional signs for Anchor Tenants.
  - b. Clarify the number of signs counting toward the total number of signs permitted per tenant.
  - c. Include additional sign type definitions.
  - d. Add permitted materials to allow for greater flexibility and creativity.
  - e. Revise the zoning review timeline graphic to accurately reflect the review and permit process following the approval of the MSP.